

ABSTRACT OF THE DISCLOSURE

The present invention provides an LCD panel driving apparatus capable of inexpensively and precisely performing DC-free AC driving of an LCD panel, as well as an LCD apparatus to be driven by such driving apparatus. The LCD panel driving apparatus of the present invention comprises a reference voltage generating unit provided with a serial unit including a plurality of resistors connected in series, a first switch for supplying a first potential in a first mode and a second potential in a second mode to a terminal of the serial unit and a second switch for supplying the second potential in the first mode and the first potential in the second mode to the other terminal of the serial unit for outputting voltages from connection points between the plurality of resistors; and a driving unit for selectively outputting one of the plurality of voltages according to a value of image data for applying the voltage to a terminal of a pixel of an LCD panel.